

Claims

1. A system for managing small investment accounts involving a financial service provider, a third party financial intermediary and client investors associated with the financial intermediary, using a global computer network, wherein the system is hosted on behalf of one or more financial intermediaries, the system comprising:

a first portion, available on the global computer network, which includes a series of questions to be answered by a client investor, directed toward determining a risk profile of the client investor, permitting a corresponding investment recommendation to be made by the system from a plurality of possible investments;

a second portion, available on the global computer network, for providing selected information concerning said investment recommendation; and

a third portion, available on the global computer network, for completion of an investment application by the client investor and for subsequent transmittal thereof to the financial service provider, which opens and maintains an investment account for the client investor on behalf of the financial intermediary with little further involvement by the financial intermediary.

2. A system of claim 1, wherein the financial intermediary has a plurality of client investors serviced by the system.

3. A system of claim 1, wherein the possible investments are proprietary products of the financial service provider.

4. A system of claim 1, wherein the possible investments include non-proprietary products relative to the financial service provider.

5. A system of claim 1, including another portion, available on the global computer network, which provides educational information and selected disclosure information concerning investments and information concerning particular investment products available from the financial service provider.

6. A system of claim 1, wherein the first, second and third portions are available at a global computer network site maintained by the financial service provider, which is separate from a network site maintained by the financial intermediary, wherein the financial service provider's network site is linked to the financial intermediary's network site.

7. A system of claim 6, wherein each financial intermediary serviced by said financial service provider has a separate network originated and maintained by the financial service provider, each of said network sites being customized to resemble the associated financial intermediary's network site.

8. A system of claim 1, wherein the individual client investor has the ability to change the risk profile and/or the investment recommendation to a selected extent.

9. A system of claim 6, wherein one or more of said system portions, when printed from the network site, have a space for a signature by the client investor.

10. A system of claim 1, wherein the financial system provider maintains complete records concerning each investment made for each said client investors and provides periodic reports to each client investor concerning their investments.

11. A system of claim 6, wherein the system includes means for automatically completing a new account application in response to data entered by the client investor at the network site.

12. A system of claim 11, wherein following completion of the new account application and approval thereof by the client investor, said account application form is transmitted to the financial service provider, which in return provides the client investor a confirmation number which correlates with the new application.

13. A system of claim 12, wherein the financial service provider, following receipt of a signed copy of the new application with necessary funds, opens an account for the client investor without significant entry of any information.

14. A system of claim 1, wherein the first portion includes a series of multiple choice questions, the result of which is tabulated by the system into a numerical value representing the risk profile of the client investor.

15. A system of claim 1, wherein the second portion includes information concerning the risk profile of a typical investor in the recommended investment, and other selected characteristics of the recommended investment.

16. A system of claim 1, wherein the recommended investment is selected from a plurality of mutual fund investments.

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